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| DATE: 05/30/91 | SALES INFORMATION SYSTEM | TIME: 18:32 |  
| SUBJECT: WAWA/NEW JERSEY MARKETS | SENDER: J. A. MORRIS/1340 |

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TO: J. H. CASEY J. A. MILLER  
G. B. BROWN F. J. DE JONG

SUBJECT: WAWA MARKETS - NEW JERSEY LOCATIONS - PREFERRED PRESENCE PROGRAM

GENTLEMEN:

AS INFORMATION AND FOR UPCOMING PLANNING PURPOSES, PLEASE BE ADVISED THAT WAWA MARKETS LOCATED IN NEW JERSEY WILL BE IMPLEMENTING OUR PREFERRED PRESENCE COUNTER AND FLOOR DISPLAYS EFFECTIVE DATE JUNE 17, 1991.

LISTED BELOW IS PERTINENT INFORMATION CONCERNING THIS ROLLOUT.

- o SYSTEM III COUNTER AND FLOOR DISPLAYS WILL BE SHIPPED DIRECTLY TO THE WAWA STORES
- o AUTHORIZED POS WILL ALSO BE SHIPPED DIRECTLY TO THE WAWA STORES
- o RJR PREMIUMS WILL BE SHIPPED DIRECTLY TO WAWA STORES VIA THEIR WAREHOUSE
- o ALL OTHER INFORMATION TO BE FINALIZED NEXT WEEK AND I WILL COMMUNICATE TO YOUR FURTHER DETAILS AS I RECEIVE IT.

THANK YOU FOR YOUR ASSISTANCE WITH THIS NEW AND EXCITING PROGRAM.

SINCERELY,

JIM

J. A. MORRIS

JAM/GAM

CC: M. A. YOUNG  
J. P. RENEEHAN

M-2

\*\*\* END OF MESSAGE \*\*\*

TO: BETSY  
LORRAINE

Please note the above  
information.  
*Joe*  
J.H. Casey

D.M. *J* 1-139  
T&D *m* 1-615191  
S.R.M. *X* 1-11  
S.A.M. *DD* 1-11  
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